

[in the news](#)[home](#) [site search](#) [org chart](#) [contact us](#) [web comments](#)

Media advisory: Consumers to explore bright ideas when LIGHTmobile visits Puget Sound

Bonneville Power Administration media advisory

FOR IMMEDIATE RELEASE: WEDNESDAY, June 26, 1996

PR 38 96

What: The Bonneville Power Administration and other Puget Sound area utilities proudly welcome OSRAM SYLVANIA's LIGHTmobile to the Kirkland Ernst at 12630 A Totem Lake Blvd. The OSRAM SYLVANIA LIGHTmobile is a 66-foot, 18-wheeler with over 100 energy efficient light bulbs showcasing the latest in energy efficient lighting.

The OSRAM SYLVANIA LIGHTmobile will show people how to exert their influence on energy issues, utility costs and the electric light market through the choices they make to light their homes.

OSRAM SYLVANIA is one of two light manufacturers participating in the *LightSaver* program. The program will initially reduce the wholesale cost of two brands of high-quality compact fluorescent (CF) light bulbs, so that retailers can sell them to consumers at about half their usual price. The program sponsors are hoping this combination of lower-cost CF bulbs and increased consumer demand will permanently reduce the cost of all CF light bulbs, while raising quality standards.

When: Friday, June 28; 10 a.m. - 6 p.m.

Saturday, June 29; 10 a.m. - 4 p.m.

Where: Ernst in Kirkland; 12630 A Totem Lake Blvd.

Why: The media is welcome to tour the LIGHTmobile and discover how consumers can benefit from exploring and expanding their lighting options.

Sponsors of the *LightSaver* program also will be on site Friday to answer specific consumer questions and offer detailed program information.

*B-roll of the LIGHTmobile is available for television stations.

***LightSaver* Program**

FACTS

- *LightSaver* sponsors include Bonneville Power Administration, Pacific Power, Portland General Electric, Puget Power and Washington Water Power.
- The sponsors provide incentive payments to two compact fluorescent (CF) bulb manufacturers (Osram Sylvania and Lights of America) to help reduce retail cost to \$7 - \$10, about half the current consumer prices.
- The sponsors advocate the program because widespread use of the CF bulbs will mean a reduction in the need for new power generation, which saves millions of dollars and reduces our impact on the environment.
- Compact fluorescent bulbs last approximately 10,000 hours on average, as compared to the common household incandescent light bulb which has an average life of 750 hours. Fewer light bulb changes mean fewer hassles and less waste in our landfills.
- The screw-in CF bulbs in the *LightSaver* program are available in seven different sizes, ranging from 13-30 watts each. They are designed to replace 60 - 150 watt incandescent bulbs and can be used in the same sockets with no special wiring.
- Some locations where the CF bulbs can be used include: Floor and table lamps, closets, garages, outdoor light fixtures, an open ceiling fixture, wall-mounted light bars, most recessed ceiling fixtures and other out-of-the-way locations that may be difficult to reach.
- Ernst, Fred Meyer, HomeBase, Eagle Hardware and Home Depot are just a few of the home improvement stores now carrying the low-cost CF bulbs. Shoppers should look for the pink *LightSaver* sticker.

#

For more information, contact Dulce Setterfield, dasetterfield@bpa.gov, 206-216-4213.
